



**A STUDY ON THE PERCEPTIONS ON COMPANY'S SOCIAL  
POLICY AMONG EMPLOYEES IN SYARIKAT AIR MELAKA  
BERHAD (SAMB)**

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**NOVEMBER 2009**

## DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION  
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**“DECLARATION OF ORIGINAL WORK”**

I, Kamalia Binti Ibrahim, (I/C Number: 840516-03-5688)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## **LETTER OF SUBMISSION**

November 2009

The Head of Program  
Bachelor of Business Administration (Hons) Human Resources Management  
Faculty of Business Management  
Universiti Teknologi MARA  
75300 Melaka

Dear Sir,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled THE STUDY ON PERCEPTION OF COMPANY'S SOCIAL POLICY IN SYARIKAT AIR MELAKA BERHAD (SAMB) to fulfil the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you

Yours sincerely,

.....

KAMALIA BINTI IBRAHIM  
2007292056  
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## **ABSTRACT**

The main purpose of this study is to identify level of intangible resources which is trust, responsibility and sense of belonging among employees at Syarikat Air Melaka Berhad and to find out the relationship between perceptions of company's social policy and intangible resources. This study was using sample size of 150 respondents, at the Head Quarters of SAMB which located at Graha Maju. Primary and secondary data are using to get the information. The findings are interpreted using Statistical Package for Social Science (SPSS) program to analyze the data collected frequency and percent, descriptive statistics and correlation. Lastly conclusions was discussed in detail.

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